

KEITH JOHNSTON
PRESIDENT OF EUROPEAN OPERATIONS,
REVA ELECTRIC CAR COMPANY

“ TO IMPROVE OUR CARBON FOOTPRINT WE PREFERRED TRAIN TRAVEL TO DRIVING OR FLYING AND MY OFFICE IS MY BLACKBERRY SMARTPHONE. ”

Keith Johnston is a socially conscious entrepreneur who has made a habit of challenging conventional thinking. After leaving the successful marketing communications business he co-founded and floated as Chief Executive in 2000, he went in search of a new business venture that would give him the chance to make a difference and create a positive force for environmental change. He launched GoinGreen, a start-up that secured the UK distribution rights for the Reva G-Wiz, a California-designed, Indian-made, electric vehicle (EV). With the 'perfect storm' issues of climate change, city pollution, energy security and Peak Oil brewing, he realised that the global automobile industry was not just looking the other way, it was a big cause of the problem.

Johnston's background in start-ups, advertising and marketing proved instrumental in developing GoinGreen's unique business model that eschewed the traditional showroom model in favour of a pure online business supported by passionate employees and customers. The result was a purchase price 50% lower than previous electric vehicles. With Johnston as Managing Director, GoinGreen's G-Wiz (as Reva was branded in the UK) became the world's best selling electric vehicle in 2006 and GoinGreen the world's most successful electric car company. In 2007, Johnston joined the Reva Electric Car Company, makers of the G-Wiz, as President of European Operations, in order to replicate the success of GoinGreen across Europe.



AMBASSADOR CASE STUDY

NO OFFICE, NO DESK, NO WORRIES

"The idea of going to the same place just to work seems ridiculous, so I haven't had my own office for years now." says Johnston, a habit that began when he was running his marketing communications business. It was a habit that meshed perfectly with the GoinGreen spirit. "GoinGreen is very focused on using technology to eliminate waste, both to reduce carbon emissions and to save money. It is amazing how much time and money we saved ourselves and our customers in this way. When you really think about it so much stuff is unnecessary," he explains.

"Today," says Johnston, "my office is my BlackBerry smartphone". Johnston began using a BlackBerry® smartphone in 2004. He describes it as the missing piece of the puzzle. "The one weak spot in my mobile office set-up was always mobile email." According to Johnston, the laptop wasn't convenient nor was the phone. The BlackBerry solution filled in the gap. "Having phone and email was what really sold it to me," he claims, "that and the fact that every new BlackBerry model just gets better and better."

MAKING THE MOST OF TRAIN TRAVEL

Johnston estimates that his work takes him to one or two countries a week, which because of his efforts to reduce his carbon footprint translates into a lot of train travel! Fortunately, using his BlackBerry smartphone has made his time on the train more productive: "My BlackBerry smartphone is a great time-saving device. Wherever I am, my BlackBerry is my mobile office."

According to Johnston, the BlackBerry solution has contributed directly to his green way of working: "Because I'm always connected I can organise my day as efficiently as possible. I can call into meetings without having to physically be present. I can manage my schedule to keep car travel to a minimum. Every little bit adds up." So much so that Johnston estimates that he has reduced his petrol consumption by 50% and his working week by an hour a day.

MORE THAN JUST EMAIL

Johnston comments on the ease of use of his BlackBerry smartphone: "The QWERTY keyboard is really easy; the whole interface is very friendly." In addition to the phone, email and calendar, he frequently uses the smartphone's camera. "I was in Cyprus recently when I saw a design that I thought would work for one of our cars. I took a picture of it and emailed it to our R&D team in Bangalore. Later in the day I received an email from them with the updated design of our car in time for a meeting with customers. They were impressed."

This is just one example of why Johnston calls his BlackBerry smartphone "transformational." "This is a superlative I use sparingly. But every once in a while, a technology comes along that dramatically changes the way we work and live. BlackBerry is one of them."

BENEFITS

**HELPS REDUCE CARBON
FOOTPRINT**

MINIMISES TIME WASTAGE

**COORDINATES CALENDAR,
PHONE AND EMAIL,
MAKING LIFE EASIER**

MAKES TRAVELLING EASIER

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